



WEWS

ORDER

Print Date 09/24/12

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Flight Dates **09/06/12-09/10/12**

Contract / Revision **306285 /**

Original Date / Revision
07/30/12 09/07/12

Advertiser **DCCC**

Agency **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

DCCC TV 9.6-9.10.12

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1499**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
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Daniel Baylog	100%		
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Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	33	\$41,990.00	\$49,400.00	0.00
Totals	33	\$41,990.00	\$49,400.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/10/12	33	\$41,990.00	\$49,400.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/04/12	09/10/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	3	\$850.00	P-1	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---TF--		3				\$850.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$0.00		0.00			
N 2	WEWS	09/08/12	09/08/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00



WEWS

Contract / Revision **306285** Flight Dates **09/06/12-09/10/12**

Hiatus Dates

Original Date / Revision 07/30/12/ 09/07/12

Order Sep 00:20:00

Advertiser **DCCC**Product **DCCC** TV 9.6-9.10.12Estimate # **1499**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	09/08/12	09/08/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-		1				\$650.00		0.00			
N 3	WEWS	09/09/12	09/09/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S		1				\$650.00		0.00			
N 4	WEWS	09/04/12	09/10/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	3	\$700.00	P-1	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--		3				\$700.00		0.00			
Week:		09/10/12	09/16/12	-----		0				\$0.00		0.00			
N 5	WEWS	09/04/12	09/10/12	M-F 12-1230pm News M-F 12-1p News	CM	12-1p	MTWTF--	:30	3	\$900.00	P-1	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--		3				\$900.00		0.00			
Week:		09/10/12	09/16/12	-----		0				\$0.00		0.00			
N 6	WEWS	09/04/12	09/10/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	2	\$700.00	P-1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--		2				\$700.00		0.00			
Week:		09/10/12	09/16/12	-----		0				\$0.00		0.00			
N 7	WEWS	09/10/12	09/10/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	M-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----		1				\$1,000.00		0.00			
N 8	WEWS	09/04/12	09/10/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	1	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--		1				\$900.00		0.00			
Week:		09/10/12	09/16/12	M-----		1				\$900.00		0.00			
N 9	WEWS	09/04/12	09/10/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	1	\$1,400.00	P-1	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--		1				\$1,400.00		0.00			
Week:		09/10/12	09/16/12	M-----		1				\$1,400.00		0.00			
N 10	WEWS	09/04/12	09/10/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	2	\$1,800.00	P-1	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--		2				\$1,800.00		0.00			
Week:		09/10/12	09/16/12	M-----		1				\$1,800.00		0.00			
N 11	WEWS	09/04/12	09/10/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTF--	:30	2	\$2,000.00	P-1			2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--		2				\$2,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WEWS	09/03/12-09/09/12		M-Su 630-7p WNT		630-7p	---ThF----	:30		(\$2,000.00)		0.00	NM		
See MG 11.3															
[no avail]															
3	WEWS	09/09/12-09/09/12		Sunday Prime A		7-8p	-----Su	:30		\$2,000.00		0.00	NM		
Ⓜ MG for 11.1 09/07															



WEWS

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Hiatus Dates

Original Date / Revision 07/30/12/ 09/07/12

Order Sep 00:20:00

Advertiser **DCCC**

Product **DCCC TV 9.6-9.10.12**

Estimate # **1499**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 11	WEWS	09/04/12	09/10/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTF--	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----		0				\$0.00		0.00			
N 12	WEWS	09/09/12	09/09/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		1				\$1,200.00		0.00			
N 13	WEWS	09/04/12	09/10/12	M-F 730-8P 730-8p Jeopardy	CM	730-8p	MTWTF--	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	---TF--		2				\$3,000.00		0.00			
	Week:	09/10/12	09/16/12	-----		0				\$0.00		0.00			
N 14	WEWS	09/04/12	09/10/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	---TF-S		1				\$2,400.00		0.00			
	Week:	09/10/12	09/16/12	-----		0				\$0.00		0.00			
N 15	WEWS	09/04/12	09/10/12	M-F 7-730p 7-730p Wheel	CM	7-730p	MTWTF--	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	---TF--		1				\$3,000.00		0.00			
	Week:	09/10/12	09/16/12	-----		0				\$0.00		0.00			
N 16	WEWS	09/09/12	09/09/12	SU 1125p-12a Sports Ext SU 1135p-12a Sports Ext	CM	1135p-12x	-----S	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		1				\$550.00		0.00			
N 17	WEWS	09/09/12	09/09/12	SU This Week 9-10a SU This Week 9-10a	CM	9-10a	-----S	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		1				\$2,000.00		0.00			
N 18	WEWS	09/10/12	09/10/12	MON Bachelor/Bachelorette MON Bachelor/Bachelorette	CM	8-11p	M-----	:30	1	\$7,500.00	P-1	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	M-----		1				\$7,500.00		0.00			
N 19	WEWS	09/04/12	09/10/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	2	\$850.00	P-1	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	---TF--		2				\$850.00		0.00			
	Week:	09/10/12	09/16/12	-----		0				\$0.00		0.00			
Totals														33	\$49,400.00